Leads Scoring Case Study - Subjective Questions

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1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

   Answer:
   Following are the top three variables which contribute most towards the probability of a lead getting converted:
   - Tags_Closed by Horizon
   - Tags_Lost to EINS
   - Tags_Will revert after reading the email

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?
   Answer: The top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion:
   - Tags,
   - Lead Source,
   - Lead Origin

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as many of such people as possible. Suggest a good strategy they should employ at this stage.
   Answer:

   - The customer/leads who fill the form are the potential leads.
   - Focus should be on working professionals & those who have spent significant time on the website
   - Leads whose latest state is SMS sent or Email opened.
   - No focus should be on customers whose mails were invalid and bounced
   - If the lead source is a referral, he/she may not be a potential lead.
   - If the lead has not fill the specialization, he/she may not know what to study and are not the right people to target. They should get less focus from the interns

4. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

   Answer:
   - Identify hot leads during this timeframe
   - The leads that have a score of >35% can be considered as potential leads, as their conversion rate will be higher
   - During this timeframe, we can increase the cutoff of the lead score from 35% to more than for eg: 80%, so our conversion rates would increase as well
   - They can start building better customer relationships with already converted leads
   - Discuss on the referral bonus schemes, if they could refer friends to join the platform.
   - Show growth paths of next level of degree course to current converted leads, so they can achieve their goals systematically, aligned with their interest areas
   - Sharing relevant free webinar links about career consultation/guidance and available courses to leads who are unsure of the industry demands and their interest areas. This will help build course curriculum clarity which will help the leads make up their mind faster and easier.